



NPA SPRING POLICY FORUM

April 1-2, 2019

★ The Mayflower Hotel ★
Washington, DC

SPONSORSHIP & EXHIBITOR OPPORTUNITIES



Support. Innovate. Lead.



The 2019 National PACE Association (NPA) Spring Policy Forum will be held April 1-2 at the Mayflower Hotel in Washington, DC. Spanning two days, event attendees are provided with substantial opportunities to interact with political, legislative and policy experts. This year's program will feature representatives from the Centers for Medicare & Medicaid Services (CMS), congressional leaders and staff, state health officials and others who will provide the latest updates on PACE policies. An integral part of the forum is the NPA Capitol Hill Visit Day on April 2. Attendees receive advocacy training preparing them to discuss the issues that matter to PACE with Members of Congress and their staff.

The NPA Spring Policy Forum brings together hundreds of PACE leaders from across the country to learn first-hand about the political and policy environments affecting PACE.

Several sponsorship opportunities are available that will allow you to make important contacts and maximize exposure for your organization.

The target audience of the Spring Policy Forum includes key operational, finance and policy staff, as well as decision-makers at operating or developing PACE organizations. Sponsorship at this event will provide excellent opportunities for access, networking, recognition and direct contact with some of the top executives in PACE.

In addition, NPA will offer a limited number of tabletop exhibits. Participating exhibitors will receive approximately 4 hours of designated exhibit time with attendees.

NPA will accept sponsorship and exhibitor applications on a first-come basis. The deadline for applications is March 8. The benefits of various sponsorship opportunities are identified below.

For more information, contact **Lauren St. Pierre** at **LaurenSP@npaonline.org**.



2019 NPA Spring Policy Forum Sponsorship Opportunities

Event	Date and Time	Description	Sponsor Benefits	Sponsorship
Mobile Charging Station	Monday, April 1 and Tuesday, April 2	Attendees rely on their mobile devices throughout the conference but cannot always find a convenient place to charge them. The mobile charging station will be located in the registration area or by the sponsor's booth and features 15 ports for charging cell phones, tablets, laptops, cameras and other devices.	<ul style="list-style-type: none"> » One complimentary conference registration » Notification from organizers via conference mobile app announcing the sponsor and station location » Company name and logo will be wrapped around the exterior of the tower, which can be customized with company branding » Corporate logo on FloorCLING Removable Graphic 	\$2,500
Conference Mobile App Powered by Whova	Monday, April 1 and Tuesday, April 2	Don't miss the opportunity to sponsor the popular mobile app, which allows attendees to have all pertinent conference information at their fingertips. The app includes a customizable conference agenda, links to exhibitors and sponsors, maps of the hotel and surrounding area, session descriptions and handouts, and networking features.	<ul style="list-style-type: none"> » One complimentary conference registration » Sponsor logo with link to company website as a banner throughout the app » Sponsor listing page that contains company logo ad link to website » Corporate logo on FloorCLING Removable Graphic » Opportunity to post product literature or other promotional items to the app » Recognition during the opening remarks and at the Awards Luncheon 	\$3,500
Conference Wireless Connection <i>(for email and web browsing only)</i>	Monday, April 1 and Tuesday, April 2	With the abundance of laptops, smart phones, tablets and other electronic devices, having an available Internet connection is essential. This sponsorship opportunity will allow forum attendees to check email and browse the web while in the meeting room.	<ul style="list-style-type: none"> » One complimentary event registration » Recognition during the opening remarks and at the Awards Luncheon » Customized splash page with design of your choice » Half-sheet announcement with network name and password placed in each attendee packet » Mobile app announcement sent to all attendees from the event organizers 	\$5,500

Event	Date and Time	Description	Sponsor Benefits	Sponsorship
Coffee Break <i>(Two opportunities available)</i>	Monday, April 1 10:30-11:00 a.m. Monday, April 1 3-3:30 p.m.	Beverages will be served in the exhibits area during breaks. Up to 200 are expected to attend.	<ul style="list-style-type: none"> » One complimentary event registration » Recognition during the opening remarks and at the Awards Luncheon » Signage with corporate name and logo at the sponsored break table » Napkins with corporate logo will be used during the break 	\$6,000 each
Continental Breakfast <i>(Two opportunities available)</i>	Monday, April 1 6:30-8:30 a.m. Tuesday, April 2 6:30-8:30 a.m.	A light continental breakfast will be served in the exhibit area prior to the start of the forum. Up to 250 are expected to attend.	<ul style="list-style-type: none"> » One complimentary event registration » Recognition during the opening remarks and at the Awards Luncheon » Signage with corporate name and logo at the sponsored breakfast table » Napkins with corporate logo will be used during the breakfast 	\$7,000 each
Awards Luncheon	Monday, April 1 12:30-2 p.m.	NPA will honor individuals at the federal and state levels who have made exceptional contributions to PACE. Up to 260 are expected to attend.	<ul style="list-style-type: none"> » Two complimentary event registrations » Recognition during the conference (sponsors will be thanked during the opening remarks and at the luncheon) » Recognition in the NPA newsletter and on the NPA website » Signage with corporate name and logo at the entrance » Opportunity to distribute corporate brochures in the attendee packets » Company logo projected on the screen during the luncheon » Opportunity to distribute giveaway items with company logo at the luncheon and welcome table 	\$14,000



Event	Date and Time	Description	Sponsor Benefits	Sponsorship
Networking Reception	Monday, April 1	Play host to a networking reception at the distinctive Mayflower Hotel. This opulent setting has hosted dignitaries and significant events including presidential inaugural balls; even serving as the temporary Chinese Embassy in 1973. Bring together the PACE community for a night of networking in this historic venue.	<ul style="list-style-type: none"> » Two complimentary conference registrations » Unique offering of branded food items to be served » Welcome table at reception » Recognition on reception signage » Recognition included in push notification sent via mobile app to all attendees Monday morning » Opportunity to include company brochure in each attendee packet 	\$17,000

Benefits for Exhibitors

Exhibitors will have the opportunity to network with staff from operational and prospective PACE providers and to share information about their products and services in a tabletop exhibit format. NPA is committed to promoting exhibit hours to attendees and has allotted in the conference schedule 4 hours of designated exhibit hall time. Exhibits will be located exclusively in the Chinese Ballroom of the Mayflower Hotel. All continental breakfasts and refreshment breaks will be held in the exhibit hall to maximize opportunities for connection with conference attendees.

In addition to having the opportunity to maximize awareness of their products and services during exhibit hall hours, exhibitors will receive the following benefits:

- » one individual free registration to the forum;
- » a copy of the advance registration list two weeks prior to the conference and the final registration list immediately following the conference for valuable promotion and follow-up;
- » written recognition in on-site materials, on the **NPA website**, and on the event mobile app as a conference sponsor and/or exhibitor;
- » a link to your company website from the **NPA website** following the conference;
- » a customizable company profile featured on the event mobile app, including logo and contact information;
- » access to the event mobile app and lead generation feature for all exhibit representatives named on your application.

NPA Shared Services Providers Benefits

NPA Shared Services providers receive an exclusive advanced release of the Exhibitor and Sponsor Prospectus. They are encouraged to secure their exhibit space rental by submitting a completed application with payment before February 1. In addition to the exhibitor benefits listed above, Shared Services providers receive the following exclusive perks:

- » an advanced release of the Exhibitor and Sponsor Prospectus and the opportunity to submit their exhibitor application, including booth space preference, before the general release of the prospectus;
- » a 10% discount on exhibit fees;
- » the distinction of being listed as Shared Services providers on exhibitor floor plan maps and in on-site materials; and
- » a total of two complimentary registrations to the forum.

Exhibitor Agreement

“Exhibitor” refers to the organization or person that applied for and has been granted exhibit space rental and such applicant’s employees, contractors, agents, and representatives. Each applicant for booth space agrees to the terms included in this agreement, in addition to any others outlined in the Exhibitor Kit, communicated by the organizers, or adopted by the event facility.

Agreement for Exhibitor Space

A complete application and payment in full must accompany this Agreement. Incomplete applications and applications received without payment will not be processed and no space assignments will be made. Cancellations must be made in writing and will be honored with a refund until **March 8, 2019** minus a \$100 processing fee. No cancellations will be honored with refunds after **March 8, 2019**.

Location

Exhibits will be located exclusively in the Chinese Ballroom of the Mayflower Hotel, located at 1127 Connecticut Ave NW, Washington, DC 20036 for the duration of the exhibit period.

Exhibit Space

Each space will consist of one skirted 6’ table, two chairs, a wastebasket, and company signage.

Whenever possible, NPA will make space assignments in keeping with the preferences noted in writing on exhibitor applications. NPA reserves the right to alter the floor plan and make the final determination of all space assignments in the best interests of the event.

All exhibits must remain within the confines of their assigned exhibit space. Exhibitors may not alter the location or orientation of their assigned space, or erect signs or any other display that obstructs the view or disadvantageously affects the display of other exhibitors.

No booths or other set-up options are available due to limited space.

Set-Up and Dismantle

Exhibitors may begin setting up their tabletop displays on Monday, April 1, 6:00 am in the Chinese Ballroom. Exhibits will remain in this location throughout the duration of the exhibit period. Exhibitors must begin dismantling their tabletop displays Tuesday, April 2, at 8:30 am following the last breakfast with exhibitors. The Chinese Ballroom must be cleared of all exhibitor materials, including packages for outbound shipping, by 10:00 am on Tuesday, April 2.

Changes to Application

It is the exhibitor's responsibility to inform NPA of any changes to the information indicated on their exhibitor application including the addition of or changes to exhibit staff. Changes to the exhibit application should be made in writing with as much notice as possible to maximize NPA's ability to make accommodations.

Exhibitor Agrees That:

- » All provisions listed above shall be part of this Agreement.
- » Exhibitor space is allotted on a first-come, first-paid basis. No exhibit space assignments will be made until the release of the Exhibitor and Sponsor Prospectus.
- » The National PACE Association (NPA) reserves the right to reject Exhibitor Applications with or without cause if in the best interest of the conference and its participants.
- » Shipping instructions will be sent to exhibitors with confirmation of the acceptance of their Exhibitor Application. Exhibitors are responsible for their own shipping expenses. Additional package handling fees will apply to all packages shipped to the Mayflower Hotel. Handling fees must be pre-paid. Complete information will be sent out.
- » Exhibit Hall Hours (4 hours total) are:

Monday April 1, 2019

7:00-8:30 am, 10:15-10:45 am, 2:45-3:15pm

Tuesday April 2, 2019

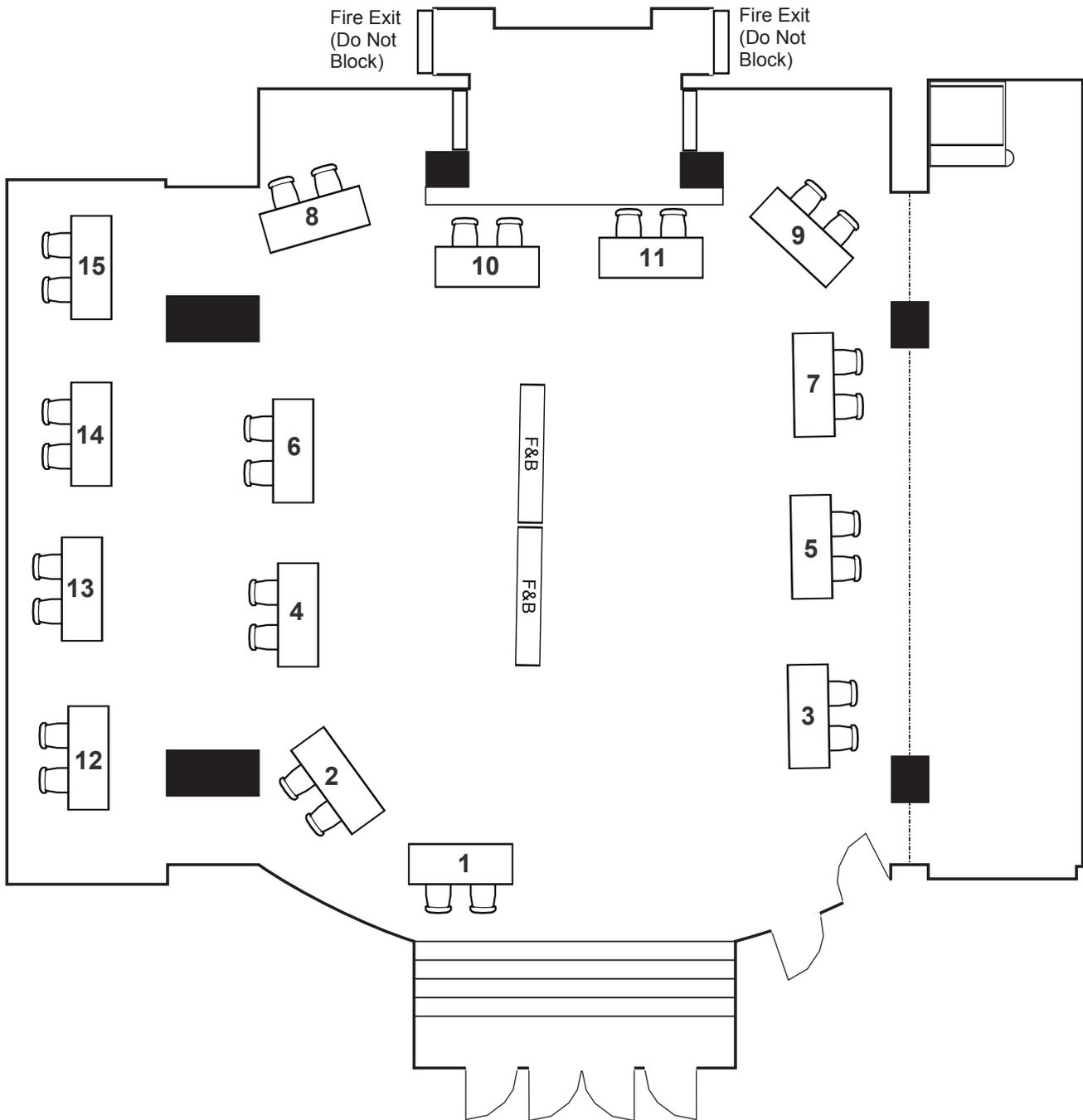
6:30-8:30 am

- » Exhibits must be staffed during exhibit hours.
- » No printed materials are to be posted outside the exhibitor's space.
- » The distribution of outside food, snack, or beverage apart from chocolate and candy is prohibited. Any exhibitor or sponsor who distributes food, snacks, or beverages will be responsible for all service charges, cleaning fees, fines, or other expenses incurred. Should exhibitors wish to order food and beverage for their booth, they must do so through the hotel (except for candy).
- » The subletting, assignment or appointment of the whole or any part of the exhibitor's space by an exhibitor is prohibited.
- » The cost of any insurance for an individual exhibit space will be borne by the exhibitor. The exhibitor agrees that NPA, its agents and employees and the Mayflower Hotel shall not be responsible in any way for damage, loss or destruction of any property of the exhibitor or injury to the exhibitor or the exhibitor's representatives.
- » The cost of electrical hook-up and Internet access will be borne by the exhibitor.
- » There will be no overnight security provided.



Exhibit Hall Diagram

Chinese Ballroom



Your signature on the Exhibitor's Application binds you, your company, and its agents to this Agreement.

2019 NPA Spring Policy Forum Exhibitor Application

Please Select an Opportunity

- One 6-foot table and two chairs (provided) at the Member Rate of \$1,700
- One 6-foot table and two chairs (provided) at the Member & Shared Services Provider Rate of \$1,530
- One 6-foot table and two chairs (provided) at the Non-Member Rate of \$1,900
- One 6-foot table and two chairs (provided) at the Non-Member & Shared Services Provider Rate of \$1,710

** No booths or other set-up options are available due to limited space.*

Company Name _____

(Print name as you wish it to appear in conference materials and signage.)

Street Address _____

City _____ State _____ Zip _____

Correspondence Contact for Exhibit

Name _____

Email _____ Phone _____

Will this person will be a representative at the exhibit table? Yes No

Is this your company's first time exhibiting with NPA? Yes No

Preferred Booth Locations: 1. _____ 2. _____ 3. _____ 4. _____

Whenever possible, NPA will make space assignments in keeping with the preferences noted in writing on the Exhibitor Application. NPA reserves the right to alter the floor plan and make the final determination of all space assignments in the best interests of the event.

We prefer that our exhibit not be located next to or across from the following companies:

Include details of additional requirements or considerations requested below:



Contact to Appear in Conference Materials

Will this person will be a representative at the exhibit table? Yes No

Name _____ Title _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Cell Phone _____ Email _____

Company Website URL _____

Complimentary Registrant

(This person may attend the entire forum.)

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Cell Phone _____ Email _____

Exhibit Table Representative

(If different from the complimentary registrant and contact person. Only the complimentary registrant may attend the forum.)

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Cell Phone _____ Email _____

* Additional attendees may register for the forum using the NPA Spring Policy Forum Registration Form that will be available on the **NPA website** in early February.



Exhibitor documents

Please provide a company description of up to 50 words for inclusion in the forum materials. Email the description by March 8 as a Word document to **Lauren St. Pierre**.

In addition, email a high-resolution company logo in JPEG or PNG format by March 8 to **Lauren St. Pierre** for inclusion in the mobile app and conference materials.

Exhibitor Payment

Payment by check must accompany this application. Please make your check payable to the National PACE Association Spring Policy Forum. Credit card payments are not accepted for exhibit fees.

Refund Policy

Written cancellations must be received by March 8 to receive a refund minus a \$100 processing fee. Refunds will not be provided for cancellations received after March 8.

Exhibitor Agreement

The terms of the Exhibitor Agreement are hereby incorporated by reference.

Signature of Authorized Contact _____ Date _____

Completed applications and payment must be received by March 8.

Submit application and full payment to:

2019 NPA Spring Policy Forum
675 N. Washington St., Ste. 300
Alexandria, VA 22314

For more information, contact **Lauren St. Pierre** by email or at 703-535-1528.



2019 NPA Spring Policy Forum Sponsorship Application

Monday, April 1 - Tuesday, April 2

- \$2,500 **Mobile Charging Station**
- \$3,500 **Conference Mobile App**
- \$5,500 **Conference Wireless Connection**

Monday, April 1

- \$6,000 **Coffee Break** (10:30-11:00 a.m.)
- \$6,000 **Coffee Break** (3-3:30 p.m.)
- \$7,000 **Continental Breakfast** (6:30-8:30 a.m.)
- \$14,000 **Awards Luncheon** (12:30-2 p.m.)
- \$17,000 **Networking Reception** (5:30-7:30 p.m.)

Tuesday, April 2

- \$7,000 **Continental Breakfast** (6:30-8:30 a.m.)

Company Name _____

**As you would like the name to appear in conference materials.*

Correspondence Contact for Sponsorship

Name _____

Email _____ Phone _____

Contact to Appear in Forum Materials

Name _____ Title _____

Company _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Cell Phone _____ Email _____

Company Website URL _____



Complimentary Registrant

(This person may attend the entire forum.)

Name _____ Title _____

Company _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Cell Phone _____ Email _____

Sponsor Payment

Payment by check must accompany this application. Please make your check payable to the National PACE Association Spring Policy Forum. Credit card payments are not accepted for sponsorship costs.

Refund Policy

Written cancellations for sponsorship of an event must be received by March 8 to receive a refund minus a \$100 processing fee. Refunds will not be provided for cancellations received after March 8.

Signature of Authorized Contact _____ Date _____

Completed applications and payment must be received by March 8.

Submit application and full payment to:

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